

Before the  
FEDERAL COMMUNICATIONS COMMISSION

Washington, D.C. 20554

June 26, 2008

In the Matter of	)	
	)	PS Docket No. 08-51
Petition for a Notice of Inquiry Regarding 911	)	
Call-Forwarding Requirement and Carriers'	)	
Blocking Options for Non-Initialized Phones	)	

COMMENTS OF SACC (Stop Accidental Cell Calls)  
IN RESPONSE TO THE NOTICE OF INQUIRY

**I. INTRODUCTION**

SACC submits these comments in response to the Notice of Inquiry ("NOI"), released April 11, 2008, in the above-captioned proceeding.

**II. BACKGROUND**

SACC's mission is dedicated to giving a viable solution to significantly reduce the unintentional, accidental 9-1-1 calls from cellular phones, that have been extremely problematic for all PSAP's since 1997. SACC's mission also includes significantly reducing the unintentional 9-1-1 calls on non-service initialized (NSI) phones. According to NENA and Pinellas County Emergency Communications 911 the unintentional calls from "donated and NSI cell phones" (given to seniors and abusive family environment) have a 4X frequency of accidentally dialing 9-1-1 versus the general public.

SACC's simple solution is a patented 1/16<sup>th</sup> inch thick protective rubberized "peel and stick" ring that fits neatly around the problematic 9-1-1 cell phone button and/or redial button which become accidentally activated in a pocket, purse, brief case, etc.

SACC's US Patent No. 6,636,606 B1 was applied for on February 28, 2000, and the patent was granted October 21, 2003. Canada Patent No. 2,351,246 was applied for on June, 06, 2001, patent was granted August 21, 2007.

Since 2001, SACC has extensively promoted their solution to the 9-1-1 and wireless industry. Personal presentations to the wireless industry, professional 9-1-1 national organizations, PSAPS, and FCC/WTB.

### III. DISCUSSION

#### A. Fraudulant 9-1-1 calls made from NSI phones.

On the discussion of NSI fraudulent calls on a privacy issue, we believe that it is fully in FCC's jurisdiction to make available to public emergency agencies only, the name and phone number of the NSI phone owners.

#### B. Accidental/Unintentional 9-1-1 calls made from NSI phones.

It is prudent that these phones are put in the hands of those who may be at higher risk and depend on emergency services more frequently than the general population. However, with these NSI phones come the issues that must be addressed of a much higher percentage of accidental and fraudulent calls overloading our Emergency Centers.

SACC has made extensive contacts in the wireless and PSAP industry. One most important of these is FCC/WTB in Washington D.C.

1) SACC has presented its 120 page chronological historical study **"Stop Unintentional "Phantom" " Cell Calls – Key Guards"** to 10 of FCC/WTB's members each, in a meeting in Washington D.C., chaired by A. Cunningham and J. Carlson on February 05, 2003. This 120 page historical study included the high frequencies of false 9-1-1 calls from all cellular phones including NSI and donated (recycled) cell phones.

#### 2) SACCs Dedication to assist the nations Emergency Centers for Public Safety:

In a direct effort to give assistance in helping to significantly reduce the 9-1-1 overloads from "emergency only" cell phones being donated to the elderly and women and children at risk, SACC contacted Mr. D. Diggs, Director of CTIA. The simple solution was to have the button guards pre-installed on these donated cell phones on the 9-1-1 auto speed dial button to significantly reduce the large percentage of the

accidental calls that come directly from these donated phones, and at the same time be a reminder to be more careful with their cell phone. On May 23, 2005, Mr. Diggs declined by his e-mailed answer to SACC:

“While there are many worthy projects that come to our attention each year, The Wireless Foundation’s Board of Directors has determined which of those we will support for the near future. But based upon your successful trial in Florida, you should be able to proceed without our support.”

Today, as we respond to this FCC Notice of Inquiry, our 9-1-1 centers are being overloaded with these NSI false calls from these free emergency cell phones. Now, three years later, this button guard solution has and still remains available to assist as a proven means of significantly reducing the current the NSI nuisance call volume in our nations 9-1-1 emergency centers.

3) Proven effectiveness: SACC successfully initiated a 30,000 kit Cell Phone Button Guard Pilot Study in 2004 in Pinellas County, Florida 9-1-1 Emergency Communications. Provided by SACC “at cost,” these tiny adhesive button protectors were distributed free to owners of problematic cell phones. March through May, 2004 it was initially televised on almost all Pinellas County TV News Stations as well as Radio and nationwide News Media. Emergency 911 communications.

4) SACC has communicated its solutions to many other companies and 9-1-1 centers throughout the nation. Extensive promotional contacts include:

NOKIA, Subj. Nokia Key Pad “9” button designs on Aug. 28, 2000. An e-mail reply from Nokia stated: “info considered confidential – best of luck”,

Multiple displays at APCO’s national conventions, (2001 and 2004).

Mr. V. Stiles, 2001 Pres. of APCO said. ”the button guard is a great idea”,

In depth letters presented to Mr. Thomas Sugrue, Chief FCC/WTB 11/20/02, and Michael Powell, Chief FCC/WTB FCC as well as 23 senators.

Verizon (Scott III),

NEXTEL Laura L Holloway VP governmental Affairs 07-09-03 letter to SACC

SPRINT Luisa. L. Lancetti 07-09-03 letter to SACC

AT&T/Redmond, WA (1 hour meeting took place with demonstrating solution to Karl Korsmo and Dan Youmans) 05-24-03.

SACC has also met with and discussed its solution and handed out samples of a Pinellas success DVD to over 350 nationwide PSAP managers . . . . as well as principle 9-1-1 staff at 3 national APCO and NENA conventions.

ALLTEL (C. Green and staff) participated their 9 retail outlets in distributing the kits during the pilot study.

NENA Technical Issues Director, Roger Hixson met with SACC at the NENA National Convention in 2004 and has communicated with SACC on multiple occasions over the past 6 years.

The SACC's solution is highly recommended in the USDOJ study guide no.19 "Misuse and Abuse of 911" by Rana Sampson, published Aug 27, 2002.

The SACC button guards are also extensively written up internationally i.e. (China "OK Patents" – Engineering/Chemical/Medical reviews of button guard). It is being recommended for many safety protective industrial and commercial uses.

U.K also televised SACC's Cell Phone Guard product by Mr. Barry Clark, dir. of the London Metro Police.(he received a display @ APCO Convention 2001).

#### History:

SACC began to exist in 1999 when it became obvious nationwide (Canada as well) that the alleged mis-engineered cell phone faceplates required redesign to protect the preprogrammed "dial" 9 button as well as the "re-dial last number called key" when an unintentional hit dialed 9-1-1.

FCC/WTB cautioned the cellular industry to correct the design problem on May 13, 1999 (Doc No. 94-102 RM-8143 Adopted May 13 pg 27-29 Para 77).

Canadian OPM Optimal Performance Management Inc. managing dir. Jane Sleeth wrote extensively about this design problem. You can read Jane Sleeth's published article "Ergonomics & Human Error"- poor cell phone faceplate engineering of the 911 button in [www.stopaccidentcalls.com](http://www.stopaccidentcalls.com) - "In the news".

SACC also verified this problem on 39 models/brands of tested cell phones. SACC then did a CAD (computer engineered) design of those models and developed a 3M rubber ring (1/16" in height) to be adhered (compatible adhesive) to the face plate which encircles the "9" button and protected it from accidental activation.

SACC was able to condense these designs down to 5 configurations for the Pinellas County Button Guard Pilot. This program (reduced unintentional cell calls 20% within 8 weeks of public offerings in conjunction with ALLTEL outlets. Please note that on Jan 12, 2005 at the Environment and Infrastructure Program Day reporter Rita Diehi quoted Lori Buck tells us that" in 2003 over 74,000 cell phone calls to the 9-1-1 were the result of hitting the #9 button or redial last number called by mistake. There were only 54,000 cell calls in 2004 because of the campaign to use #9 button guards"....over a 27.1% drop in unintentional 9-1-1 calls. . . Had this pilot not been swiftly minimized by Pinellas County 911 Communications staff, with the exception of Pinellas' 911 website currently displaying and offering the button guards, the results were projected to have reduced the problem in excess of 40% and be a nationwide solution for other PSAPs to follow.

This off the shelf "life saver ring" is available for each and every problem cell phone for under \$1.50 (kit contains an alcohol wipe for preparation of a clean surface and instructions in English, French, and Spanish).

Focusing locally, in the tri-counties of the Portland, Oregon area, SACC requested and received unintentional cell call data from 3 major PSAP's which included Washington County, Multnomah County, and Clackamas County (3,000,000 pop.). Ironically these are part of only five counties now using the automated "unintentional 9-1-1" computerized answer/screening "on line", XMU machines west of the Mississippi. During March of 2008 these machines by Interallia-Canada, have screened out an average of 30% of the 9-1-1 cell calls that are hang-up or "unintentional" calls". The majority of those calls certainly were done by existing pre-programmed open faced and NSI cell phones. This translates into millions of unnecessary calls nationwide which translate into wasted staff \$\$\$ as well as public safety dispatcher response delays.

What is the rationale by over 6,500 national PSAPs to side step both the button guard solution as well as the XMU? On a phone call with Cliff Nywening, C.E.T., Western Regional Sales manager of Interallia Inc., Calgary, Alberta Canada on April 28, 2008, Mr. Nywening said. "with all the 911 benefits we offer with a minimum of costs...only a handful of XMU's are in place...versus XMU call screening in hundreds of U.S. hospitals as well as major corporations".

Solution:

SACC is willing to assist in FCC's NSI Inquiry in any way possible. We are willing to give oral testimony offering assistance in the reduction of unintentional calls from these NSI devices. SACC can substantiate the button guard's effectiveness, and provide your committee with sample kits. In closing the button guards create a high level of public awareness in addressing the obvious problems (both fraudulent as well as unintentional 9-1-1 calls) for which you are endeavoring to reduce.

Respectfully submitted,

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